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AMENDMENTS TO THE SPECIFICATION

Please replace paragraphs [0012] and [0019] with the following:

[0012] Fig. 1 is a block diagram of an exemplary conventional content distribution and presentation system ~~in accordance with the present invention.~~

[0019] An exemplary conventional content distribution and presentation system 100 ~~in accordance with the present invention~~ is shown in Fig. 1. Generally, content items may be stored at content database 110. Such content items may be retrieved by server 120 via communications network 140 and distributed to presentation clients 130a-n via communications network 140. The distributed content items may be received and presented at presentation clients 130a-n.